



LEO BURNETT U.S.A.

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January 27, 1997

Ms. Linda Schwartz
PHILIP MORRIS U.S.A.
120 Park Avenue
New York, NY 10017

Re: Parliament 4th Quarter Metro Markets
Program 96541A-D

Dear Linda:

This forwards the fourth and final response report for the Parliament 4th Quarter Metro Markets.

Response Totals

The information presented in the chart below is a snapshot of the response counts for each market. A total of 16,228 responses, including surveys with foreign, incomplete and illegible addresses, were received by the event representatives in all four cities.

	<u>Boston</u>	<u>New York</u>	<u>Philadelphia</u>	<u>Miami</u>	<u>All Markets Total</u>
Responses Generated	2,596	4,558	5,367	3,707	16,228 *
Number of Events	18	21	30	18	
Average # of responses/club	144	217	179	206	
Highest Yielding Club	Hong Kong	Roxy	Iguana Beach	The Cleveland	
Percentage of total program response	16%	28%	33%	23%	

* Of the 16,228 documents collected, 14,650 adult smoker responses contained complete, mailable addresses and were forwarded to GMR. ISI forwarded 15,496 responses (total includes the 14,650 responses to GMR plus an additional 846 responses with incomplete mailing information) to the Philip Morris Smoker Database.

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Ms. Linda Schwartz

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Supplementary Data Responses

The following represents a breakdown of supplementary data question responses for the 15,496 records sent to the Philip Morris Smoker Database.

Product Purchased

Blue	127
Menthol	48
Blank	15,321

Quantity Purchased

1 Pack	153
2 Packs	89
None	287
Blank	14,967

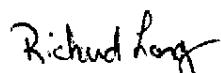
Choice of Vehicle

Convertible	6,729
4-Wheel SU	4,436
Sportscoupe	3,013
Other	765
Blank	553

If you should require any additional information or count detail, please let us know.

Best Regards,

LEO BURNETT U.S.A.



Richard Long



Jeana Majeske

cc: L. Steen - PM/NY
L. Gillis, C. Gray, B. Zimmerman - LBCo

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